

## **Mohamad Khaled**

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### **CAREER HISTORY:**

**Mar 2018 – Dec 2020**

**TSA Solutions**

**KSA – Lebanon – Jordan – Egypt – South Africa**

**Accounts Director – Middle East & Africa**

#### **Duties & Responsibilities**

- Creating an account strategy to drive sales across the business.
- Producing proposals and presentations for customers to land new accounts.
- Proactively identifying customer needs and business opportunities.
- Working closely with other business units to expand cross selling opportunities.
- Liaising with other members of the business on existing accounts.
- Building relationships with key personnel within customer accounts.
- Monitoring client satisfaction post sale and ensuring a high level of customer service internally.
- Meeting with senior management for business planning.
- Generating ideas for new revenue generation within large customers.

**Apr 2014 – Mar 2018**

**TSA Solutions**

**KSA – Lebanon – Egypt – Kuwait - UAE**

**Performance Consultant – Middle East & Africa**

Responsible for providing professional training delivery of TSA programs to our partners and to provide effective consultancy services to ensure maximized revenue impact for both our clients and TSA.

#### **Key Achievements**

- Altered TSA tools according to regions language set.
- Expanded TSA partner hotels in middle east. Implemented 9 TSA programs in complete new region Makkah – KSA.
- 95% contract renewal percentage achieved.
- Responsible for generating over 1.1 Million Dollars revenue for TSA by expanding portfolio and maintaining existing ones.

#### ***Duties and Responsibilities***

- Maximizes new and existing revenue sources.
- Creates relevant and engaging linkage between learning's and business outcomes.
- Drives TSA values of commitment, integrity, quality and balance, both internally and externally.

- Builds strong and trusting relationships with all the key stakeholders in the decision-making process of our partners by providing relevant insights of their findings and recommendations that will lead to performance and or revenue improvements.
- Delivers programs effectively in varying countries, languages and cultures.
- Delivers and manages post program action plans, that when implemented will have a strong positive impact on the hotels performance
- Initiates the official Renewal Process with all the key stakeholders of the decision making process at the hotels under his/her portfolio to ensure that the renewal is completed successfully and in a timely manner as per business policy Makes decisions in a timely manner, sometimes with incomplete information under tight deadlines and pressure.
- Acts as a consultant to our client hotel's key management, providing guidance and recommended changes to operational procedures, where appropriate, to facilitate the best possible outcomes.
- Build strong relationship with partners to achieve organizational targets and maintain contract renewals.
- Conduct Partner In Review Meetings with hotel General Manager during Follow up visit.

**Sep 2012 – Aug 2013**

**Grosvenor House Apartments by Jumeirah Living  
Park Lane, London, W1K 7TN  
Front Office Manager**

Ensuring the smooth and efficient operation and coordination of the Front Office and Concierge team, ensuring optimum profitability and guest satisfaction, and adhering to the standards of service required in accordance with the Jumeirah policies, procedures and objectives.

### **Key Achievements**

- Introduced and managed an upsell program for Front Office. Upsell target was reached since introduced and we have achieved over 64% growth over the last 5 months in extra revenue.
- Introduced a guest relations role and duties.
- Introduced robust measures to improve GHA profile standard in line with Jumeirah standards. Our profile quality score improved from 68% when I started to 94% as our most recent average score.
- Introduced Check in / Rooming / Check out standards for Front Office and implemented audit tools to measure consistency.
- Introduced robust Credit limit procedures to ensure all guests in house are on credit.

### **Duties and Responsibilities**

- To ensure, through effective supervision, that all services offered in the Front Office are always available, and are carried out with the utmost efficiency and courtesy as per the guidelines established and documented in the Rooms Operations Manual.
- To ensure the team are fully aware of the operating standards, mystery shop criteria and Emotional Audit criteria. Making sure that spot checks and audits are in place to ensure the targets are met.
- To ensure that on a daily basis that all standards and procedures are adhered to regarding arrival and departure of guests, accommodation of special requests and handling of VIP arrivals.

- To meet and welcome regular and VIP guests in accordance with Jumeirah and the Guest Recognition Programmes
- To meet regularly with the Front Office and Concierge Teams to review the operation of the department to ensure smooth co-ordination and communication
- To review the Profit and Loss statements on a monthly basis and document variances to the Operations Director for monthly reviews
- To ensure that all policies regarding authorisation or credit cards, taking payments and cash handling are trained and followed.

**Jan 2012 – Sep 2012**

**Grosvenor House Apartments by Jumeirah Living  
Park Lane, London, W1K 7TN  
Duty Manager – Pre-Opening Team**

***Pre-Opening Tasks:***

- Working closely with Head of Departments to implement general hotel policies and procedures
- Provided intensive one to one standards training to all front office colleagues
- Assisted front office manager in setting up all front office Procedures
- Implementing and training front office team on service standards, policies and procedures.
- Implemented Duty Managers task list
- Assisted in setting up service flow strategies

***Duties and Responsibilities***

- To deal and resolve any customer complaints.
- To inspire, supervise and assist the team members and build high performing team in order to follow Jumeirah service standards and achieve business goals
- Monitor Front Office operations and lobby services to provide a consistent resident experience
- Meet and welcome all VIP residents in accordance with Jumeirah standards
- Conduct and contribute to regular departmental communication meetings

**Sep 2008 – Jan 2012**

**Jumeirah Carlton Tower – 5 star Luxury Hotel  
On Cadogan Place, Knightsbridge, SW1X 9PY  
Assistant Front Office Manager**

***Duties and Responsibilities***

- Maintains and establish hotel and departmental policies and procedures.
- Review weekly schedules to ensure effective departmental coverage.
- Assign work duties to team in accordance with departmental procedures.
- Constantly monitor staff performance in all phases of service and job functions, ensuring that all procedures are carried out to departmental standards.

- Monitor the check-in/check-out process, ensuring compliance with hotel standards, anticipate critical situations and assist wherever necessary to service guests expediently.
- Assist all Front Office personnel with their job functions as and when required to ensure optimum guest satisfaction.
- Handle guest complaints according to standards ensuring guest satisfaction.
- Review daily VIP report and amenity list for accuracy. Correct with respective personnel.
- Recruitment of employees.
- Provide feedback to staff on their performance. Handle disciplinary problems and counsel employees according to hotel standards.
- Review departmental Training and Development plans and modify as required.
- Direct report to the Director of Rooms.
- Act as Hotel Duty Manager on shift.

**July 2007 – Sep 2008**

**Jumeirah Carlton Tower**  
**On Cadogan Place, Knightsbridge, SW1X 9PY**  
**Assistant Room Service Manager**

**Feb 2006 – July 2007**

**The Grand Connaught Rooms**  
**61-65 Great Queen St, Covent Garden, WC2B 5DA**  
**Lounge and Bar Manager**

**Feb 2005 - Feb 2006**

**The Grand Connaught Rooms**  
**61-65 Great Queen St, Covent Garden, WC2B 5DA**  
**Food & Beverage Floor Manager**

**Jan 2002- Nov 2004**

**Beirut Movenpick Hotel & Resort**  
**General de Gaulle Avenue**  
**Raoucheh 2038 6908, Beirut**  
**Lebanon**  
**Management Training: Food & Beverage, Room**  
**Service and Housekeeping Department**

**Feb 2000- Nov 2001**

**The MARRIOTT Hotels & Resorts**  
**Jnah, Beirut**  
**Management Training: Food & Beverage**  
**Department – Room service - Restaurant**

### **ACADEMIC QUALIFICATIONS:**

**2005 - 2007**

**B.A of Business Administration in International**  
**Hotel Management**  
 University of West London  
 St. Mary's Road  
 Ealing, London W5 5RF

**2000 - 2004**

**Diploma in Hotel & Restaurant Management**  
 American Hotel and Motel Association (A.H. & M.A)  
 C & E. American University  
 Beirut, Lebanon

## **LANGUAGES**

English  
Arabic

Fluent  
Mother Tongue

## **COURSES AND TRAINING:**

- Various Jumeirah training Courses
- National Certificate for Personal License Holders
- TSA – Up sell Program Key Driver
- Fire Health and Safety Training
- Food Hygiene Certificate Level 1 & 2
- 7 Habits for highly effective people
- Train the Trainer
- Qualified First Aider

## **OTHER SKILLS:**

- Extensive use of computers and various software packages – Microsoft Word, Excel, PowerPoint, Access and Outlook.
- Hotel PMS – Opera, Fidelio, Sales Force
- Able to work effectively under pressure, remaining calm in stressful situations
- Thorough and dependable in matters of administration
- Well-presented and articulate

## **HOBBIES**

Travelling, Basketball, Languages and listening to Music.

## **PERSONAL INFORMATION:**

Date of Birth : 21/05/1984  
Nationality : Lebanese by origin and holder of British Citizen

## **REFERENCES**

### **Astrid Bray**

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Hyde Park Residence  
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London  
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### **David Jarvis**

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